

WHAT IS CLAIMED IS:

1. A process of making a gel detergent composition, the process comprising mixing ingredients comprising preparing a main mixture and a gelling post-mix, which comprise in total:

5 (a) from about 8% to about 35%, by weight of the composition, of a surfactant, selected from the group consisting of anionic, nonionic cationic, amphoteric surfactants and mixtures thereof;

10 (b) from about 0.1% to about 5%, by weight of the composition, of a fatty alcohol;

(c) from about 50 to about 90% of water;

wherein

(i) the mixing is carried out in at least one in-line static or dynamic mixer; and

15 (ii) the gelling post-mix constitutes from about 1% to about 30% of the composition and comprises the fatty alcohol.

2. The process of claim 1 wherein the gelling post-mix is mixed with the main mixture comprising the balance of the ingredients immediately prior to the pumping to a filling station.

20 3. The process of claim 1 wherein the gelling post-mix further comprises an organic ingredient selected from nonionic surfactant, organic solvent, and anionic surfactant precursors and mixtures thereof.

25 4. The process of claim 1 wherein the gelling post-mix further comprises an antioxidant.

5. The process of claim 1, wherein the composition is substantially free of gelling polymers and viscosifiers.

6. The process of claim 1 wherein the composition further comprises from about 0.1 to about 6%, by weight of the composition, of a hydrotrope.